

Harley Davidson
IBM
OGILVY & MATHER

(NOTE: Music in background.)

BILL DAVIDSON, VP

1903 is when we rolled out the first motorcycle from the original factory shed. Bill Harley and the three Davidsons had this dream to create two-wheeled transportation. And I'm just thrilled to be carrying on the strong culture, the strong brand and the identity that Harley-Davidson has throughout the world.

JILL GIGLIO, HD DEALER

The phenomenon behind Harley-Davidson is really hard to explain.

KAREN DAVIDSON, DIRECTOR

(Laughs) If I have to explain, you wouldn't understand. (Laughs)

WOMAN

Harley-Davidson is freedom.

MAN

Harley-Davidson is special because it's a way of life.

WOMAN

When I'm on the back of a Harley, I feel close to God, I feel close to Heaven.

JIM HANEY, CIO

It doesn't matter what walk of life you're from. When you're on a Harley-Davidson motorcycle, you are part of one community, and that's just a really, really powerful experience.

MAN

What's your name?

MIKE

Mike.

MAN

What do you do?

MIKE

Call center rep.

MAN

What kind of bike do you ride?

MIKE

'97 Fat Boy.

MAN

Certified public accountant. Dyna Super Glide.

WOMAN

Receptionist. 1200 Sportster.

BOB REMME, IBM

Harley has found a way, by using IBM portal technology, to really serve their customers in a much more personal way.

JILL GIGLIO, HD DEALER

HD-Net allows us instant access to anything and everything to smoothly operate our business.

DAVE CARLQUIST, IBM

HD-Net provides superior service and support to that dealer channel, so that they in turn can support the riders.

JIM HANEY, CIO

The dealership is spending less time in front of a computer, and spending more time talking directly to the customer.

ANDY BENKA, HD (NO TITLE)

It is about staying close to your customers and showing them that you're a brand that lives with them.

KAREN DAVIDSON, DIRECTOR

There's a loyalty to Harley-Davidson, there's a pride.

BILL DAVIDSON, VP

This is a lifestyle for these customers. And to see this on somebody's arm, it is a true testimonial that this is something they believe in, that they live, every single day. And that is so rewarding for us.

(MOTORCYCLE REVS UP)

True Legends never stop innovating.

(END OF TAPE)